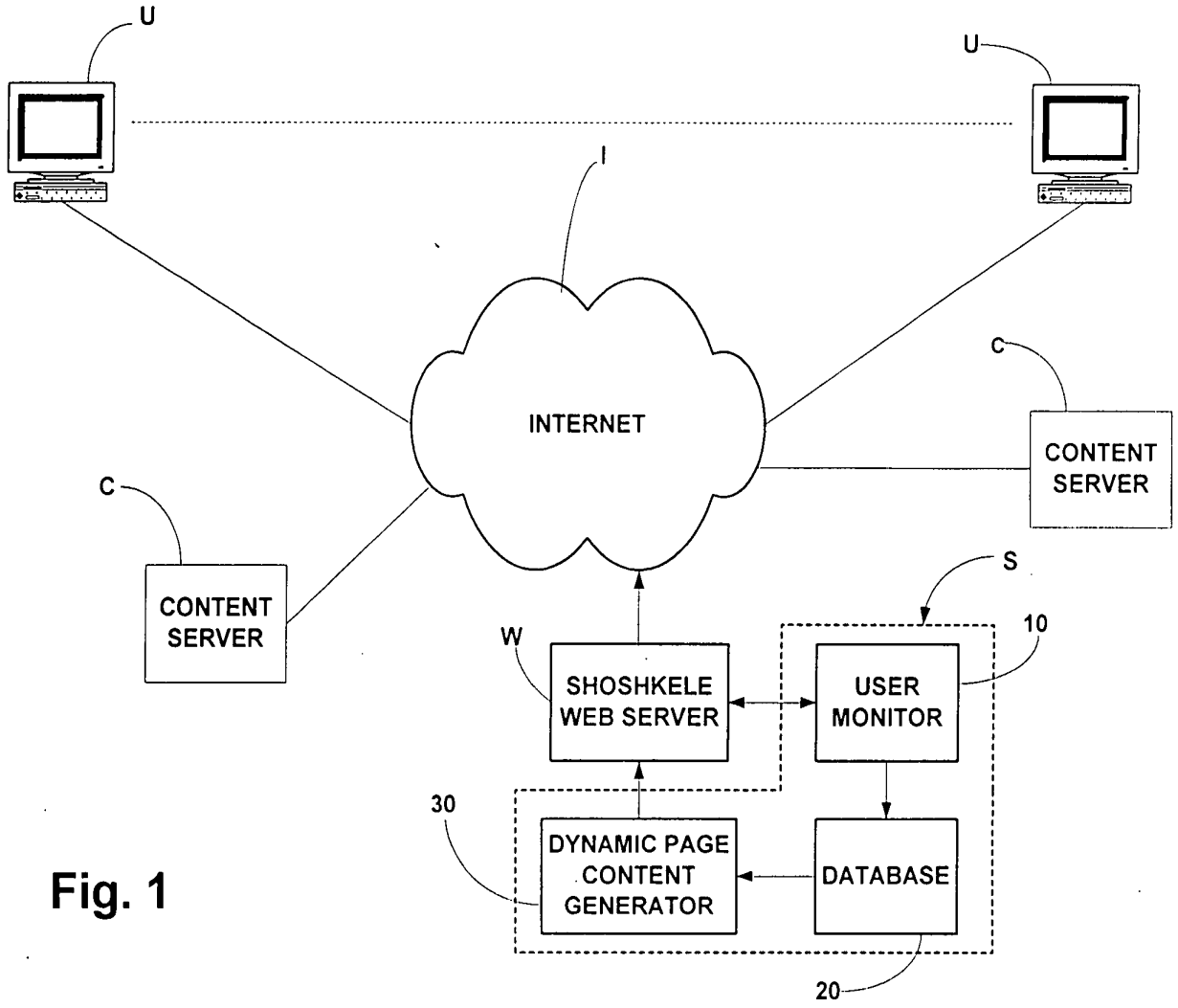


Fig. 1

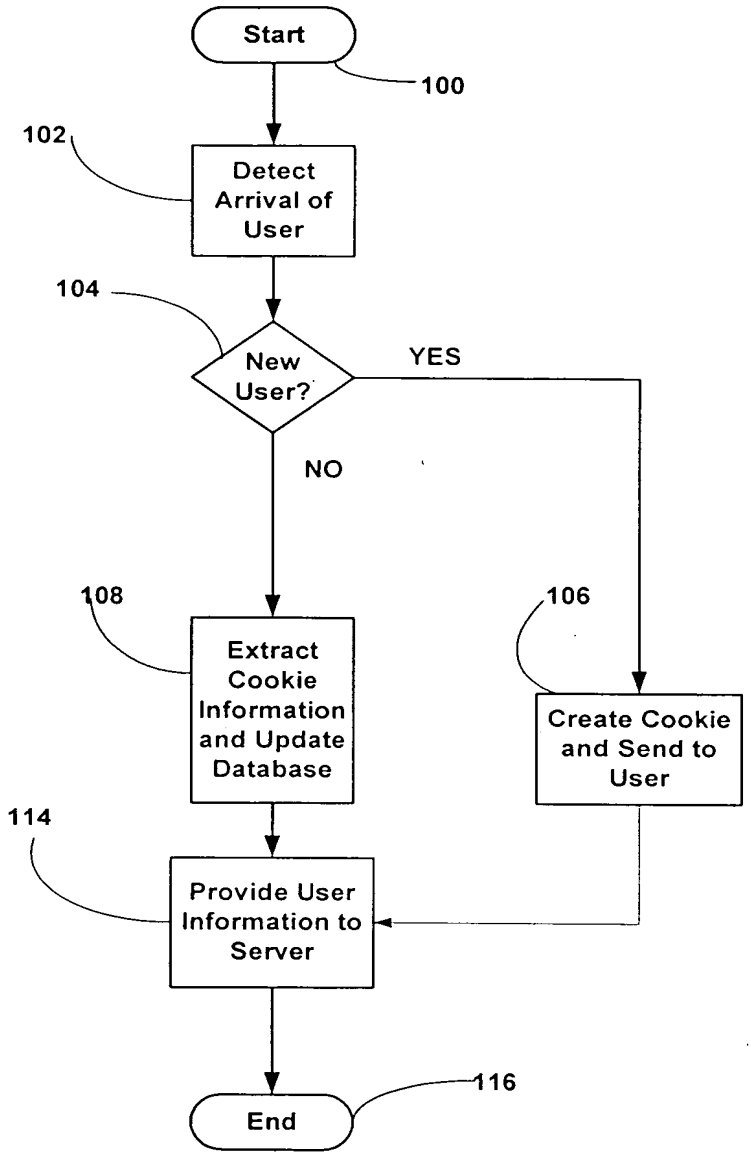

Start
100
102
Detect Arrival of User
104
New User?
YES
NO
108
Extract Cookie Information and Update Database
106
Create Cookie and Send to User
114
Provide User Information to Server
End
116

Fig. 2

Fig. 3

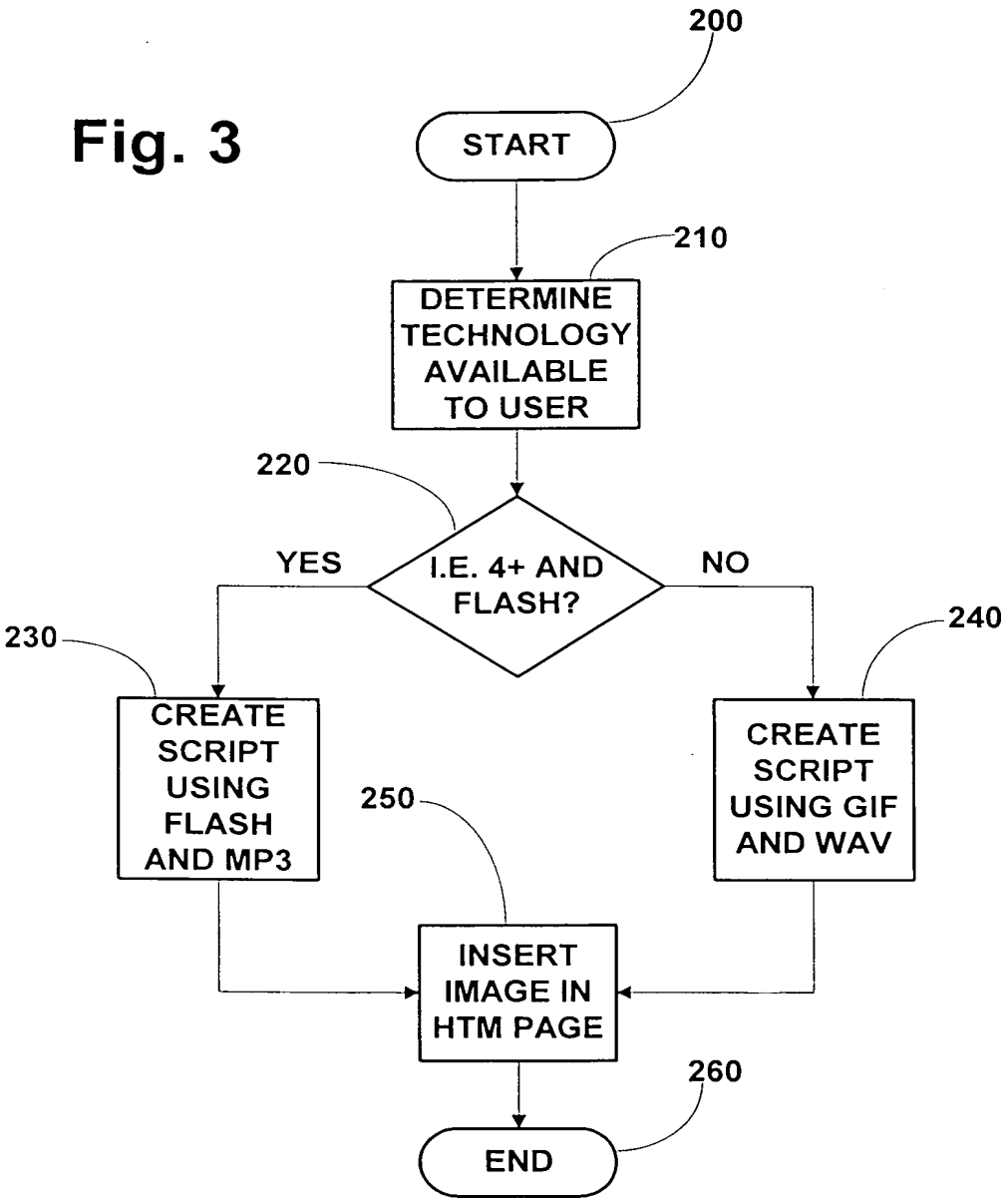
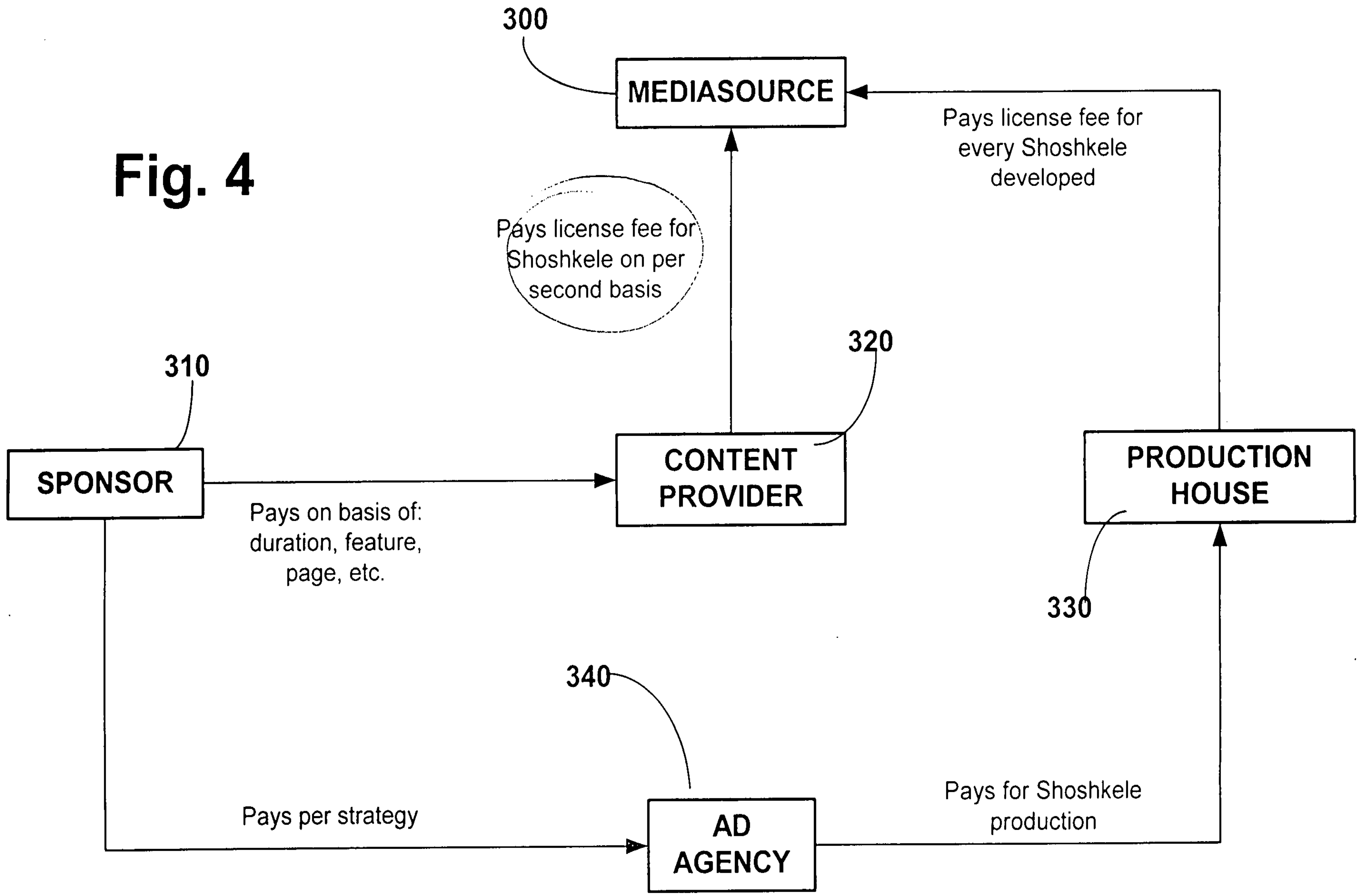

200
START
210
DETERMINE TECHNOLOGY AVAILABLE TO USER
220
I.E. 4+ AND FLASH?
YES
NO
230
CREATE SCRIPT USING FLASH AND MP3
240
CREATE SCRIPT USING GIF AND WAV
250
INSERT IMAGE IN HTM PAGE
260
END

Fig. 4


300
MEDIASOURCE
Pays license fee for
every Shoshkele
developed
Pays license fee for
Shoshkele on per
second basis
310
SPONSOR
Pays on basis of:
duration, feature,
page, etc.
320
CONTENT
PROVIDER
PRODUCTION
HOUSE
330
340
AD
AGENCY
Pays per strategy
Pays for Shoshkele
production

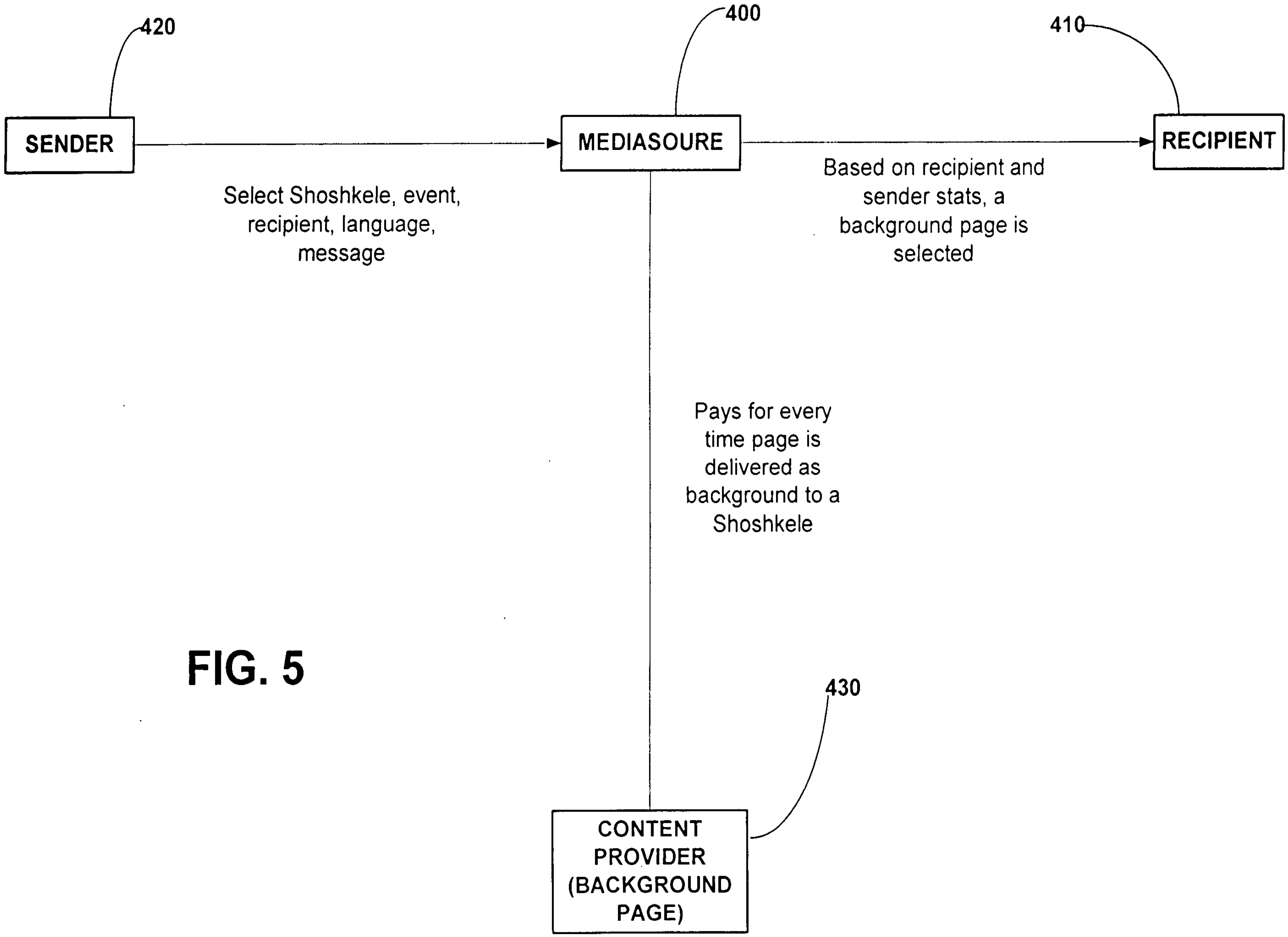

420
SENDER
Select Shoshkele, event, recipient, language, message
400
MEDIASOURE
410
RECIPIENT
Based on recipient and sender stats, a background page is selected
Pays for every time page is delivered as background to a Shoshkele
430
CONTENT PROVIDER (BACKGROUND PAGE)

FIG. 5